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Subject:
Pinellas County Florida General Election survey

Date: October 24, 2014

Executive Summary:

This poll of 3,089 Pinellas County Florida likely voters was conducted on Thursday, October 23, 2014. This poll used the registered voter lists supplied by the state of Florida as of September 4, 2014. The sample of voters that were contacted included random samples of registered voters within the boundaries of Pinellas County Florida.

The issues surveyed included questions related to the 2014 Florida general election.

Methodology:

The poll was conducted through two different sources: an automated phone call polling system and a website-based email polling system. Both methods asked the questions one-at-a-time using the same wording. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the likely voter population for Pinellas County Florida. The weighting demographics used were: political party, race, age and gender.

The voters polled were chosen at random within the registered voter population within Pinellas County Florida. Only those voters that said they had already voted or were planning to vote in the general election were included in the results.

The scientific results shown for the questions below have a sample size of 3,089 and a 1.8% Margin of Error at a 95% confidence level.

Respondents' Demographics:

Here is a summary of the demographic breakdown of the voters who responded to this survey:

462 (15.0%) of the respondents were contacted through email
2,627 (85.0%) of the respondents were contacted through the telephone

Political Party Breakdown:

Democratic Party	1143 =	37.0%
Republican Party	1287 =	41.7%
Independent Voter	659 =	21.3%

Race Breakdown:

White, Not Hispanic	2708 =	87.7%
Black, Not Hispanic	203 =	6.6%
Asian or Pacific Islander	34 =	1.1%
Hispanic	74 =	2.4%
Other or Unknown	70 =	2.3%

Gender Breakdown:

Male	1423 =	46.1%
Female	1660 =	53.7%

Age Breakdown:

18 to 29	189 =	6.1%
30 to 49	776 =	25.1%
50 to 69	1409 =	45.6%
70 and up	715 =	23.1%

Notes:

For the first three questions we asked the Undecided respondents if they leaned toward one of the choices. Those results were then calculated again and are shown in the "INCLUDES LEANING" response columns below for those two questions.

The last page of this report contains a non-scientific breakdown of the responses to the three top questions(with "Includes Leaning") separated by ALREADY VOTED and PLANS TO VOTE.

Summary of Scientific Results:

If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie?

	FIRST ASKING	INCLUDES LEANING
Scott:	39.3%	39.6%
Crist:	49.8%	50.4%
Wyllie:	8.5%	8.8%
Undecided:	2.4%	1.2%

Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax?

	FIRST ASKING	INCLUDES LEANING
Yes:	42.0%	43.0%
No:	54.4%	55.2%
Undecided:	3.6%	1.8%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard?

	FIRST ASKING	INCLUDES LEANING
Hooper:	44.9%	46.0%
Gerard:	45.7%	47.1%
Undecided:	9.4%	6.9%

Do you plan to vote by mail, vote in person, or not vote in the election next month?

Already voted:	53.0%
Plan to vote:	47.0%

**Detailed Results with Demographic Breakdowns for Each Question:
If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie?**

FIRST ASKING

Scott:	39.3%
Crist:	49.8%
Wyllie:	8.5%
Undecided:	2.4%

Non-Weighted Results and Demographic Breakdowns:

Scott:	39.3%
Crist:	49.7%
Wyllie:	8.5%
Undecided:	2.4%

Political Party Breakdown:

Democratic Party	1143 responses				
Scott:	11.4%	Crist:	80.6%	Wyllie:	5.3%
		Undecided:			2.7%
Republican Party	1287 responses				
Scott:	68.5%	Crist:	21.1%	Wyllie:	8.2%
		Undecided:			2.1%
Independent Voter	659 responses				
Scott:	30.8%	Crist:	52.0%	Wyllie:	14.7%
		Undecided:			2.4%

Race Breakdown:

White, Not Hispanic	2708 responses				
Scott:	41.7%	Crist:	46.9%	Wyllie:	9.1%
		Undecided:			2.3%
Black, Not Hispanic	203 responses				
Scott:	10.8%	Crist:	83.3%	Wyllie:	3.4%
		Undecided:			2.5%
Asian or Pacific Islander	34 responses				
Scott:	44.1%	Crist:	52.9%	Wyllie:	0%
		Undecided:			2.9%
Hispanic	74 responses				
Scott:	29.7%	Crist:	55.4%	Wyllie:	12.2%
		Undecided:			2.7%
Other or Unknown	70 responses				
Scott:	40.0%	Crist:	52.9%	Wyllie:	2.9%
		Undecided:			4.3%

Gender Breakdown:

Male	1423 responses				
Scott:	41.3%	Crist:	47.9%	Wyllie:	9.3%
		Undecided:			1.5%
Female	1660 responses				
Scott:	37.8%	Crist:	51.3%	Wyllie:	7.8%
		Undecided:			3.1%

Age Breakdown:

18 to 29	189 responses				
Scott:	31.2%	Crist:	55.6%	Wyllie:	7.9%
		Undecided:			5.3%
30 to 49	776 responses				
Scott:	36.6%	Crist:	49.4%	Wyllie:	11.3%
		Undecided:			2.7%
50 to 69	1409 responses				
Scott:	37.8%	Crist:	51.6%	Wyllie:	8.8%
		Undecided:			1.8%
70 and up	715 responses				
Scott:	47.6%	Crist:	44.9%	Wyllie:	5.2%
		Undecided:			2.4%

If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie?

INCLUDES LEANING

Scott:	39.6%
Crist:	50.4%
Wyllie:	8.8%
Undecided:	1.2%

Non-Weighted Results and Demographic Breakdowns:

Scott:	39.7%
Crist:	50.3%
Wyllie:	8.8%
Undecided:	1.2%

Political Party Breakdown:

Democratic Party 1143 responses

Scott:	11.6%	Crist:	81.4%	Wyllie:	5.7%	Undecided:	1.3%
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Republican Party 1287 responses

Scott:	69.1%	Crist:	21.4%	Wyllie:	8.4%	Undecided:	1.2%
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Independent Voter 659 responses

Scott:	30.8%	Crist:	53.0%	Wyllie:	15.2%	Undecided:	1.1%
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Race Breakdown:

White, Not Hispanic 2708 responses

Scott:	42.0%	Crist:	47.4%	Wyllie:	9.4%	Undecided:	1.2%
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Black, Not Hispanic 203 responses

Scott:	11.3%	Crist:	84.2%	Wyllie:	3.4%	Undecided:	1.0%
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Asian or Pacific Islander 34 responses

Scott:	44.1%	Crist:	55.9%	Wyllie:	0%	Undecided:	0%
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Hispanic 74 responses

Scott:	29.7%	Crist:	55.4%	Wyllie:	13.5%	Undecided:	1.4%
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Other or Unknown 70 responses

Scott:	40.0%	Crist:	55.7%	Wyllie:	2.9%	Undecided:	1.4%
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Gender Breakdown:

Male 1423 responses

Scott:	41.4%	Crist:	48.4%	Wyllie:	9.3%	Undecided:	0.8%
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Female 1660 responses

Scott:	38.3%	Crist:	51.8%	Wyllie:	8.4%	Undecided:	1.5%
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Age Breakdown:

18 to 29 189 responses

Scott:	32.3%	Crist:	57.1%	Wyllie:	8.5%	Undecided:	2.1%
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30 to 49 776 responses

Scott:	36.9%	Crist:	50.0%	Wyllie:	11.7%	Undecided:	1.4%
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50 to 69 1409 responses

Scott:	37.9%	Crist:	52.0%	Wyllie:	9.0%	Undecided:	1.1%
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70 and up 715 responses

Scott:	48.1%	Crist:	45.5%	Wyllie:	5.5%	Undecided:	1.0%
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Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax?

FIRST ASKING

Yes: 42.0%
 No: 54.4%
 Undecided: 3.6%

Non-Weighted Results and Demographic Breakdowns:

Yes: 41.9%
 No: 54.5%
 Undecided: 3.6%

Political Party Breakdown:

Democratic Party 1143 responses
 Yes: 59.8% No: 36.0% Undecided: 4.3%

Republican Party 1287 responses
 Yes: 25.1% No: 72.0% Undecided: 2.9%

Independent Voter 659 responses
 Yes: 43.7% No: 52.5% Undecided: 3.8%

Race Breakdown:

White, Not Hispanic 2708 responses
 Yes: 40.1% No: 56.4% Undecided: 3.5%

Black, Not Hispanic 203 responses
 Yes: 67.5% No: 29.6% Undecided: 3.0%

Asian or Pacific Islander 34 responses
 Yes: 29.4% No: 70.6% Undecided: 0%

Hispanic 74 responses
 Yes: 44.6% No: 51.4% Undecided: 4.1%

Other or Unknown 70 responses
 Yes: 38.6% No: 50.0% Undecided: 11.4%

Gender Breakdown:

Male 1423 responses
 Yes: 39.9% No: 57.5% Undecided: 2.6%

Female 1660 responses
 Yes: 43.6% No: 52.0% Undecided: 4.5%

Age Breakdown:

18 to 29 189 responses
 Yes: 51.9% No: 45.0% Undecided: 3.2%

30 to 49 776 responses
 Yes: 44.2% No: 51.9% Undecided: 3.9%

50 to 69 1409 responses
 Yes: 40.2% No: 56.3% Undecided: 3.5%

70 and up 715 responses
 Yes: 40.1% No: 56.4% Undecided: 3.5%

Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax?

INCLUDES LEANING

Yes: 43.0%
 No: 55.2%
 Undecided: 1.8%

Non-Weighted Results and Demographic Breakdowns:

Yes: 42.9%
 No: 55.3%
 Undecided: 1.8%

Political Party Breakdown:

Democratic Party 1143 responses
 Yes: 60.8% No: 36.9% Undecided: 2.3%

Republican Party 1287 responses
 Yes: 25.8% No: 72.6% Undecided: 1.6%

Independent Voter 659 responses
 Yes: 45.4% No: 53.1% Undecided: 1.5%

Race Breakdown:

White, Not Hispanic 2708 responses
 Yes: 41.1% No: 57.2% Undecided: 1.7%

Black, Not Hispanic 203 responses
 Yes: 68.0% No: 29.6% Undecided: 2.5%

Asian or Pacific Islander 34 responses
 Yes: 29.4% No: 70.6% Undecided: 0%

Hispanic 74 responses
 Yes: 44.6% No: 51.4% Undecided: 4.1%

Other or Unknown 70 responses
 Yes: 44.3% No: 52.9% Undecided: 2.9%

Gender Breakdown:

Male 1423 responses
 Yes: 40.7% No: 58.2% Undecided: 1.1%

Female 1660 responses
 Yes: 44.8% No: 52.8% Undecided: 2.4%

Age Breakdown:

18 to 29 189 responses
 Yes: 52.9% No: 46.0% Undecided: 1.1%

30 to 49 776 responses
 Yes: 45.4% No: 52.8% Undecided: 1.8%

50 to 69 1409 responses
 Yes: 41.3% No: 56.9% Undecided: 1.8%

70 and up 715 responses
 Yes: 40.8% No: 57.1% Undecided: 2.1%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard?

FIRST ASKING

Hooper: 44.9%
 Gerard: 45.7%
 Undecided: 9.4%

Non-Weighted Results and Demographic Breakdowns:

Hooper: 45.0%
 Gerard: 45.6%
 Undecided: 9.4%

Political Party Breakdown:

Democratic Party 1143 responses
 Hooper: 14.7% Gerard: 76.5% Undecided: 8.8%

Republican Party 1287 responses
 Hooper: 75.0% Gerard: 17.6% Undecided: 7.4%

Independent Voter 659 responses
 Hooper: 38.8% Gerard: 46.7% Undecided: 14.4%

Race Breakdown:

White, Not Hispanic 2708 responses
 Hooper: 47.4% Gerard: 43.3% Undecided: 9.3%

Black, Not Hispanic 203 responses
 Hooper: 14.3% Gerard: 75.4% Undecided: 10.3%

Asian or Pacific Islander 34 responses
 Hooper: 47.1% Gerard: 35.3% Undecided: 17.6%

Hispanic 74 responses
 Hooper: 43.2% Gerard: 50.0% Undecided: 6.8%

Other or Unknown 70 responses
 Hooper: 41.4% Gerard: 48.6% Undecided: 10.0%

Gender Breakdown:

Male 1423 responses
 Hooper: 48.7% Gerard: 43.2% Undecided: 8.1%

Female 1660 responses
 Hooper: 41.9% Gerard: 47.6% Undecided: 10.5%

Age Breakdown:

18 to 29 189 responses
 Hooper: 39.2% Gerard: 51.9% Undecided: 9.0%

30 to 49 776 responses
 Hooper: 44.3% Gerard: 44.5% Undecided: 11.2%

50 to 69 1409 responses
 Hooper: 43.8% Gerard: 46.8% Undecided: 9.4%

70 and up 715 responses
 Hooper: 49.5% Gerard: 42.9% Undecided: 7.6%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard?

INCLUDES LEANING

Hooper: 46.0%
Gerard: 47.1%
Undecided: 6.9%

Non-Weighted Results and Demographic Breakdowns:

Hooper: 46.1%
Gerard: 47.0%
Undecided: 6.9%

Political Party Breakdown:

Democratic Party 1143 responses

Hooper: 15.6% Gerard: 78.4% Undecided: 6.0%

Republican Party 1287 responses

Hooper: 76.3% Gerard: 18.5% Undecided: 5.2%

Independent Voter 659 responses

Hooper: 39.9% Gerard: 48.4% Undecided: 11.7%

Race Breakdown:

White, Not Hispanic 2708 responses

Hooper: 48.5% Gerard: 44.7% Undecided: 6.8%

Black, Not Hispanic 203 responses

Hooper: 14.8% Gerard: 77.8% Undecided: 7.4%

Asian or Pacific Islander 34 responses

Hooper: 52.9% Gerard: 41.2% Undecided: 5.9%

Hispanic 74 responses

Hooper: 44.6% Gerard: 50.0% Undecided: 5.4%

Other or Unknown 70 responses

Hooper: 41.4% Gerard: 48.6% Undecided: 10.0%

Gender Breakdown:

Male 1423 responses

Hooper: 49.3% Gerard: 44.6% Undecided: 6.0%

Female 1660 responses

Hooper: 43.4% Gerard: 49.0% Undecided: 7.6%

Age Breakdown:

18 to 29 189 responses

Hooper: 39.7% Gerard: 54.0% Undecided: 6.3%

30 to 49 776 responses

Hooper: 45.0% Gerard: 45.5% Undecided: 9.5%

50 to 69 1409 responses

Hooper: 45.0% Gerard: 48.3% Undecided: 6.7%

70 and up 715 responses

Hooper: 51.0% Gerard: 44.3% Undecided: 4.6%

Do you plan to vote by mail, vote in person, or not vote in the election next month?

Already voted: 53.0%
Plan to vote: 47.0%

Non-Weighted Results and Demographic Breakdowns:

Already voted: 53.0%
Plan to vote: 47.0%

Political Party Breakdown:

Democratic Party 1143 responses
Already voted: 54.9% Plan to vote: 45.1%

Republican Party 1287 responses
Already voted: 54.2% Plan to vote: 45.8%

Independent Voter 659 responses
Already voted: 47.2% Plan to vote: 52.8%

Race Breakdown:

White, Not Hispanic 2708 responses
Already voted: 53.9% Plan to vote: 46.1%

Black, Not Hispanic 203 responses
Already voted: 47.3% Plan to vote: 52.7%

Asian or Pacific Islander 34 responses
Already voted: 35.3% Plan to vote: 64.7%

Hispanic 74 responses
Already voted: 52.7% Plan to vote: 47.3%

Other or Unknown 70 responses
Already voted: 42.9% Plan to vote: 57.1%

Gender Breakdown:

Male 1423 responses
Already voted: 54.1% Plan to vote: 45.9%

Female 1660 responses
Already voted: 52.1% Plan to vote: 47.9%

Age Breakdown:

18 to 29 189 responses
Already voted: 45.5% Plan to vote: 54.5%

30 to 49 776 responses
Already voted: 44.3% Plan to vote: 55.7%

50 to 69 1409 responses
Already voted: 53.0% Plan to vote: 47.0%

70 and up 715 responses
Already voted: 64.3% Plan to vote: 35.7%

Non-Weighted Breakdown by Vote Type for “Includes Leaning” Questions:

**If the election for Governor of Florida were held today, who would you vote for:
Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie?**

	ALREADY VOTED	PLANS TO VOTE
Scott:	41.6%	37.5%
Crist:	51.6%	48.9%
Wyllie:	6.5%	11.5%
Undecided:	0.4%	2.1%

**Do you support the Greenlight Pinellas referendum to improve public transit including
expanded bus service, local passenger rail and regional connections to be funded by
levying a one percent sales surtax?**

	ALREADY VOTED	PLANS TO VOTE
Yes:	44.5%	41.2%
No:	54.4%	56.3%
Undecided:	1.2%	2.5%

**If the election for Pinellas County Commission District 2 were held today, who would
you vote for: Republican Ed Hooper or Democrat Pat Gerard?**

	ALREADY VOTED	PLANS TO VOTE
Hooper:	48.3%	43.6%
Gerard:	48.3%	45.6%
Undecided:	3.4%	10.8%